

What we claim is:

1. A method of advertising, comprising:

- a) creating and providing a customer with an electronic address;
- b) assigning the electronic address to an internet web page so that the internet web page is viewable when the electronic address is accessed;
- c) encouraging the customer to advertise the electronic address in a non-internet medium; and
- d) enabling the customer to automatically advertise the electronic address in a non-internet medium by submitting an advertisement containing the electronic address to the non-internet medium on behalf of the customer,

wherein the electronic address comprises a primary address and a secondary address, the primary address assigned to a main web page and the secondary address having at least one of the following properties: the secondary address is chosen at least in part by the customer; and the secondary address contains no more than approximately fifteen characters.

2. The method as claimed in claim 1, wherein the secondary address is chosen at least in part by the customer.

3. The method as claimed in claim 1, wherein the secondary address contains no more than approximately fifteen characters.

4. The method as claimed in claim 1, wherein the secondary address contains no more than ten characters.

5. The method as claimed in claim 1, wherein step c) comprises encouraging the customer to advertise the electronic address in at least one of a newspaper advertisement and a magazine advertisement.

6. The method as claimed in claim 1, wherein the primary address includes a designation of a geographical region, wherein the geographical region includes one of a city and a state.

7. The method as claimed in claim 1, further comprising enabling the customer to track a number of visits to the internet web page.

8. The method as claimed in claim 1, further comprising enabling the customer to track statistical information about patrons who access the electronic address.

9. The method as claimed in claim 1, wherein the internet web page was viewable by accessing an existing electronic address before performing step a), the existing electronic address containing substantially more characters than said electronic address.

10. The method as claimed in claim 9, wherein the existing electronic address contains at least approximately 30 characters.

11. The method as claimed in claim 10, further comprising enabling the customer to track a number of visits to the internet web page.

12. The method as claimed in claim 1, further comprising tracking a number of times the electronic address is accessed.

13. The method as claimed in claim 12, further comprising charging the customer a fee based at least in part on the number of times the electronic address is accessed.

14. The method as claimed in claim 12, further comprising charging the customer a fee based at least in part on a number of sales generated by accessing the electronic address.

15. A method of advertising, comprising:

- a) creating and providing a customer with an electronic address;
- b) assigning the electronic address to an internet web page so that the internet web page is viewable when the electronic address is accessed;
- c) encouraging the customer to advertise the electronic address in a non-internet medium;
- d) enabling the customer to automatically advertise the electronic address in a non-internet medium by submitting an advertisement containing the electronic address to the non-internet medium on behalf of the customer; and
- e) enabling the customer to track a number of visits to the internet web page,

wherein the electronic address comprises a primary address and a secondary address, the primary address assigned to a main web page and the secondary address chosen at least in part by the customer.

16. The method as claimed in claim 15, wherein the secondary address contains no more than approximately fifteen characters.

17. The method as claimed in claim 16, wherein the internet web page was viewable by accessing an existing electronic address before performing step a), the existing electronic address containing at least approximately 30 characters.

18. The method as claimed in claim 17, further comprising tracking a number of times the electronic address is accessed and charging the customer a fee based at least in part on the number of times the electronic address is accessed.

19. The method as claimed in claim 15, wherein the internet web page was viewable by accessing an existing electronic address before performing step a), the existing electronic address comprising at least approximately 30 characters.

20. The method as claimed in claim 15, further comprising tracking a number of times the electronic address is accessed and charging the customer a fee based at least in part on the number of times the electronic address is accessed.

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